

*The Illinois Trial Lawyers Association
is Proud to Create the*

**“PROFESSIONALS &
BUSINESSES
FOR JUSTICE”**

Annual Membership Program

Illinois
Trial
Lawyers
Association



Golf Outings & Banquets

Come be a part of our *Premier Golf Outing & Banquet* at our *Annual Conference* in June. This outing takes place at the glorious *Oak Brook Hills Marriott Resort* located in West Suburban Chicago. Situated on one hundred fifty acres of sculptured countryside, Oak Brook Hills is located in an area rich with cultural, artistic and entertainment opportunities. This event has over 300 of our members in attendance every year. It is one of the largest events IITLA is proud to own. You will be able to attend and set up a booth at the golf outing, give away prizes, sponsor holes, beer and beverages. You also have the opportunity to receive tickets to our prestigious banquet. Be sure to wear your dancing shoes! This is the only event that features a live band to dance the night away. This event is one you will **not** want to miss!



We are also proud of our second *Golf Outing & Banquet* that takes place in June. This enjoyable event is held at the prestigious *Clinton Hill Golf Course* in beautiful *Southern Illinois*. This beautiful 18-hole golf course is located on land that features rolling hills, grassy knolls, and a picturesque landscape. These surroundings ensure relaxation in a small university town while still being only twenty minutes away from the stimulating city of downtown St. Louis. This event has approximately 100 of our members in attendance every year. You have opportunities to set up a booth at the outing, give away prizes, sponsor holes, beer and beverages, and receive tickets to our banquet.

Seminars

Seminars are an excellent way to reach our members. IITLA presents some of the best seminars in the nation! We hand pick sensational topics that are currently affecting our nation and find the most experienced, renowned speakers to address each topic in an informative, remarkable and appealing way. We have approximately ten seminars per year; seven are in Chicago or West Suburban Chicago at locations such as the radiant and upscale Westin Hotel or the glorious Oak Brook Hills Marriott Resort. One is in St. Louis; one is in Springfield at IITLA Headquarters in the heart of Illinois, and one is in the spectacular and vibrant Las Vegas where “anything that happens in Vegas stays in Vegas!”

As an exhibitor at our seminars, you are entitled to a table in IITLA’s registration and coffee break areas. Sponsors have the opportunity to provide breaks and lunches. IITLA seminar attendance ranges from 100 to 225 members. An attendance list will be mailed to you after the seminar. We also offer advertising in the course handbook, which is given to each seminar attendee and sold continuously after the seminar. The course handbook normally contains over 250 pages of material in a three ring binder and is used by many lawyers within a firm.



Judicial and Legislative Night Dinners

Judicial and Legislative Night Dinners are held twice a year. These are the supreme social events of the organization to attend and mingle with attorneys, legislators and judges. It starts with a cocktail reception, followed by a brief welcome from the President of the Association, and ends with a fabulous dinner. This is the perfect opportunity for building relationships and networking with our members in a relaxed social atmosphere. The first dinner takes place in September at Busch Stadium in St. Louis just minutes from the Savvis Center, Union Station, and the Gateway Arch. Approximately 100 members and judges are in attendance for this event. The second dinner also takes place in September at the exclusive Mid-America Club in the Chicagoland area. The Club provides an unparalleled 360-degree panoramic view of the city, sophisticated amenities, unsurpassed service, and is topped off by world-class cuisine. Approximately 250 members and judges attend this event.



Legislative Reception



A Legislative Reception is held every April at ITLA's Headquarters in Springfield. This is another grand opportunity for you to socialize with our members in a relaxed and casual setting. Be sure to mingle with attorneys and legislators in this comfortable social arrangement to once again build those relationships and network. Be sure to check out the new Abraham Lincoln Presidential Library and Museum, a 200,000 square foot complex situated in downtown Springfield that has already hosted over 1 million visitors since its dedication.



Website

www.iltla.com

As more and more information is available electronically, more information than ever is now available on-line. ITLA has been able to provide more resources for our members on-line. Your presence on our website can be an invaluable resource in further exposing your business to our members. As a business member sponsor you have the opportunity to have a link to your business on our site.



Mailing List

Another valuable way of reaching our ITLA Members is through specific mailings approved by ITLA. Our Membership Lists come in PS (pressure-sensitive) labels only and are available in zip or alpha order. Sorry, no e-mails or disks available.

Publications

We have a variety of publications to advertise in. Our *Trial Journal*, one of Illinois' best read magazines by attorneys representing injured consumers and workers, (published semi-annually) has a circulation of 3,300 members, legislators, and judges. Each issue of the *Journal* offers Feature Articles of timely significance to our legal system as well as Practice Tips to help our members further sharpen their skills.

Vested Interest, the ITLA newsletter, is published ten times per year and distributed to all ITLA members. It contains current tort briefs and news as well as recent legislative, judicial and executive announcements and actions. It is six to eight pages printed in full color on glossy paper. Open advertising in the newsletter has never been available in the past. This is an exclusive opportunity to reach ITLA members.

We also have a membership directory that is published once a year. The directory contains an alphabetical and city list of all ITLA members as well as officers and board members. Often used references included in this directory are the Illinois Legislative list and state judicial maps.



VESTED INTEREST
 Newsletter of the Illinois Trial Lawyers Association
 June 2009, Volume 18, Number 2

The President's Thoughts

When I was selected to become President of ITLA, my first thought was gratitude for the honor. As one who has spent his entire professional life as a trial lawyer, there is a very genuine "big man" thought as to what I wanted to accomplish in the next twelve months, and that is to strengthen the organization and prepare for the challenges of the future.

Our field is faced with two major threats: the reduction of legislative and public relations assets on one profession and the declining involvement of our own members. This is a true combination, and unless there is a recommitment by trial lawyers to support ITLA and our national association, AITL, our field of practice may well be legislative out of existence.

I started practicing law in 1972, and immediately became involved with respect to joint venture organizations. The American Bar Association came calling first, and the American Trial Lawyers Association and Illinois Trial Lawyers Association soon followed. As a young lawyer I was not judge of the value of any organization, so I simply joined the one that my employer would pay for: the ABA and the ILLA.

As my career became established, I began to question which organization had protected the rights of ordinary people, especially in the face of the seemingly constant negative public portrayal of trial lawyers who represent these people. The two that stood out were the Illinois Trial Lawyers Association and the Association of Trial Lawyers of America. They were also the two associations with the highest dues, and though my resources were limited, I have even then membership was a worthwhile investment. I realized that, paid my dues, got involved, and soon found myself in the committee.

In the two years I have been an active member of these organizations I witnessed many of their accomplishments and learned just how important these organizations are to not only our profession but also to the ordinary hard working people of our state who are innocent victims of negligence. They have heard countless, too, from people who question what they do and how they do it, but I consider much of the criticism unfair.

Consider Illinois, where we are consistently faced with unfavorable legislation being introduced in Springfield. Usually, every type of legislative change designed to limit a person's ability to recover damages for the wrongful conduct of another. The criticism, well supported lobbying efforts of ITLA is the only reason that certain bills have been defeated and some never even reached a vote.

Similarly, for the Association of Trial Lawyers of America, new lawsuits as AITL, the same type of commitment to overturning bad laws has been repeated. Changing the fault administration there.

I was a major push to overturn medical malpractice law, and without the backbone of AITL and, if they would have become ready. In another of many examples, AITL has also fought back against the constant attacks on those injured by asbestos.

In addition to defunding against repressive legislation, both organizations work to forward justice legislation. In one example of ITLA's 2008 activities, Senate Bill 84, which abolished certain provisions for filing suit against the CTA, passed both houses, and was signed by Governor Quinn on Monday, June 1. Bad law does not just happen; it is not there for all to see during the process. ITLA and AITL are our premier advocacy voices, our only protection from repressive legislation. Take away these watchdogs and the ordinary person loses. Carefully, all of us want change made to the system, and there are those who feel legislators are not pushed forward fast enough by either of these organizations. However, our most understated passing favorable legislation is not a simple or easy task. It takes time, energy and careful execution. Both associations and their respective committees must weigh many factors before deciding when and where to go forward.

Meeting all the challenges AITL and ITLA face - and by extension the challenges every trial lawyer faces - cannot be done.

Paul J. Flowers
 ITLA President, 2009-2010



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**Information subject to change*



Annual Membership Program Levels

Legacy \$25,000

- Participation at **both** golf outings & banquets, including setting up a booth at the golf outings, sponsoring company giveaway prizes, sponsoring holes and beer, and you will receive 4 tickets total that will apply at either banquet
- Participation at **seven** seminars (*rotation may apply*), including being an exhibitor and setting up a table in our registration and coffee break areas, sponsoring breaks and lunches, and advertising in our course handbook
- Participation at **both** Judicial and Legislative Night Dinners, including receiving 4 tickets total that will apply at either dinner
- Participation at Legislative Reception including receiving 2 tickets
- Full page ad (*in color, based on first come first serve and rotation*) in the Trial Journal magazine **twice** a year
- Full page ad in Membership Directory
- BONUS—For Legacy Members Only, an ad in 5 of 10 Vested Interest newsletters for the year (*Publication subject to change without notice.*)
- **Four** sets of the mailing list (membership labels) a year for specific mailings approved by ITLA
- A link from our website to yours

Benefactors \$15,000

- Participation at **one** golf outing & banquet which will be the annual conference in June held at Oak Brook Hills Resort, including setting up a booth at the golf outing, sponsoring company giveaway prizes, and sponsoring holes and beer, **tickets for banquet not included**
- Participation at **five** seminars (*rotation may apply*), including being an exhibitor and setting up a table in our registration and coffee break areas, sponsoring breaks and lunches, and advertising in our course handbook
- Participation at **both** Judicial and Legislative Night Dinners, including receiving 2 tickets total that will apply at either dinner
- Participation at Legislative Reception including receiving 2 tickets
- Full page ad (*based on first come first serve and rotation*) in the Trial Journal magazine that comes out **twice** a year
- A link from our website to yours

Sponsors \$5,000

- Participation at **one** golf outing & banquet in August held at Sunset Hills Country Club, including setting up a booth at the golf outing, sponsoring company giveaway prizes, and sponsoring holes and beer, **tickets for banquet not included**
- Participation at **four** seminars (*rotation may apply*), including being an exhibitor, setting up a table in our registration and coffee break areas, and sponsoring breaks and lunches, and advertising in our course handbook
- One half page ad (*based on first come first serve and rotation*) in the Trial Journal magazine that comes out **twice** a year
- Participation at **both** Judicial and Legislative Night Dinners, **tickets not included**
- Participation at Legislative Reception, **tickets not included**

* Members are responsible for tracking their benefits and contacting ITLA to schedule their marketing opportunities.

* Exhibiting at seminars is limited to members of the Professionals & Businesses for Justice program members only.

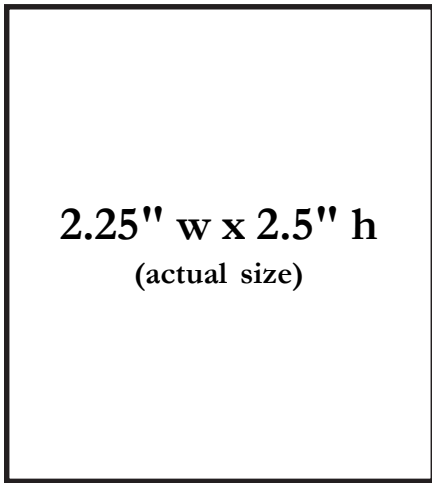


Payment Plan Schedule

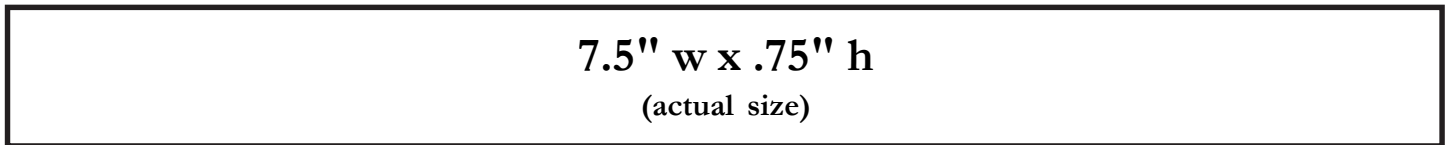
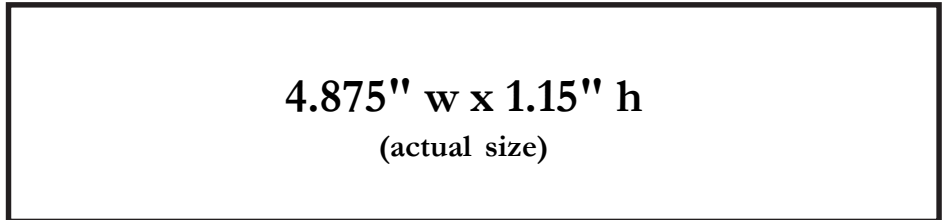
BUSINESSES & PROFESSIONALS FOR JUSTICE members can pay by:

Check Visa Mastercard American Express

	Annual	Semi-Annual	Quarterly
Legacy	\$25,000	\$12,500	\$6,250
Benefactors	\$15,000	\$7,500	\$3,750
Sponsors	\$5,000	\$2,500	\$1,250



Ad Size Options for Vested Interest



Annual Membership Pledge Form

Today's Date

Business Name

Contact Person

Address

City/State/Zip

Phone

Fax

Email Address

Pledge Amount \$

Payment Method: Check Enclosed Visa MasterCard American Express

Payment Schedule: Annual Semi-Annual Quarterly

If credit card billing was selected, please complete the following information:

Credit Card Number

Expiration Date

Name on Card

Signature of Card Holder

Return this completed form to:



Illinois Trial Lawyers Association
401 West Edwards Street
P.O. Box 5000
Springfield, IL 62705

Telephone 217-789-0755 • 800-252-8501
Fax 217-789-0810
e-mail kim@iltla.com



Target Marketing Plan

ITLA Events

January

February

Seminar

March

Vegas Seminar

April

Seminar

Legislative Reception

May

Seminar

Trial Journal magazine

June

Annual Convention

Southern Illinois Golf Outing

July

August

Membership Directory (For Legacy Members only)

September

Seminar

Southern Illinois Judicial Night

First District Judicial & Legislative Night

October

Seminar

November

Seminar

December

Seminar

Trial Journal magazine

For Legacy Members Only

- 4 sets of mailing labels. Identify which month you would like them sent to you.

- Ads in 5 of 10 *Vested Interest* newsletters. Identify which months you would like your ad to appear. (Publication subject to change without notice.)

Jan-Feb March April May June July Sept Oct Nov Dec

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Trial Journal ad sizes

Full page
7.25" w x 9.5" h
(actual size)

Ad Specifications

- All ads must be submitted in Adobe Acrobat pdf at 300 dpi. *We do not offer design support.*
- Finished ad size must not exceed ad dimensions.
- All ads must be sent in black and white (*with the exception of Legacy sponsors*). We are not responsible for reproduction quality of ads sent in color to be converted to black and white.
- ITLA reserves the right to refuse any advertisement.

Ads that do not meet the above specifications will not be accepted.

Ad Deadlines

Winter 2010 (Published in December 2009) **Artwork deadline October 15, 2009 – Space October 1**

Summer 2010 (Published in May 2010) **Artwork deadline April 1, 2010 – Space Reservation March 15**

Winter 2011 (Published in December 2010) **Artwork deadline October 15, 2010 – Space October 1**

Summer 2011 (Published in May 2011) **Artwork deadline April 1, 2011 – Space Reservation March 15**

1/2 page
7.25" w x 4.5" h
(actual size)

